



USDA Weekly Retail Turkey Feature Activity

Fri. Mar 24, 2006

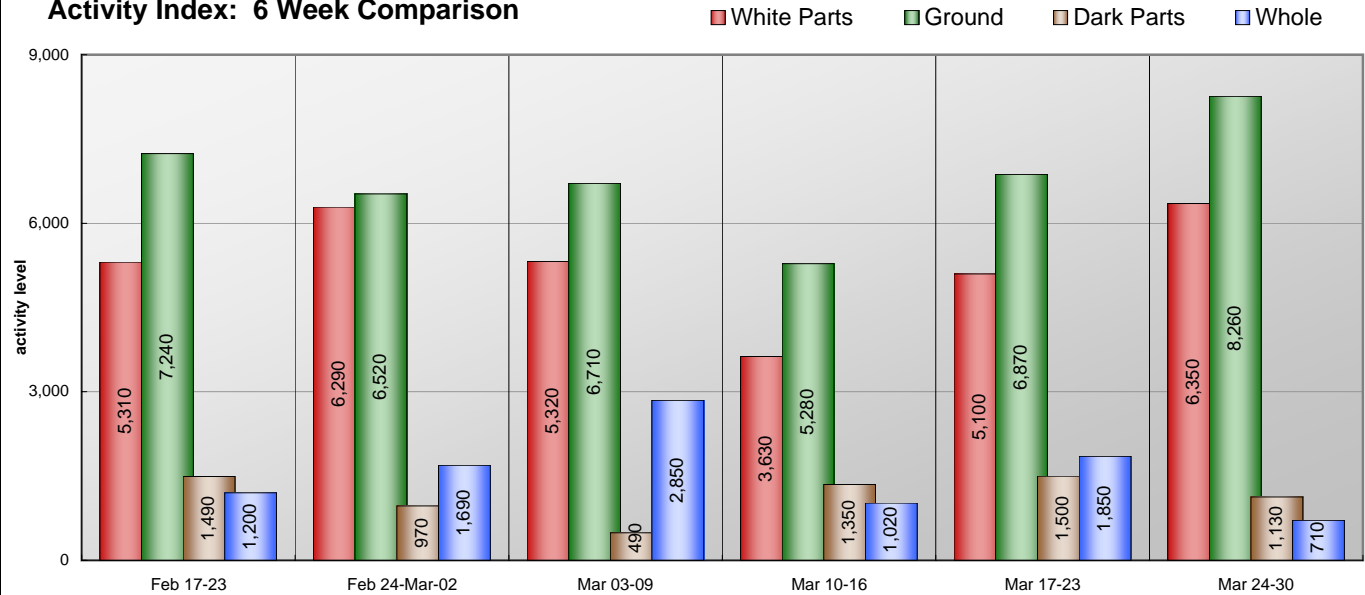
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/24 thru 03/30.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	50.2% of 17,000 outlets		48.3% of 17,000 outlets	
Special Rate 4/	7.2%		4.9%	
Activity Index 2/	16,450		15,320	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	330	1.12	380	1.38
" - Toms	320	1.11	330	1.44
Frozen - Hens	30	0.86	570	1.03
" - Toms	30	0.86	570	1.03
PARTS:				
Breast:				
Bone-in, whole				
Fresh	560	1.87	450	2.09
Frozen	590	1.33	740	1.48
Hotel Style				
Fresh	70	1.05	10	0.88
Frozen				
Split, bone-in				
Fresh	50	1.99		
Rotisserie	1,340	6.37	2,490	7.06
Boneless, whole	10	2.99		
Cutlets	1,620	4.23	1,160	3.69
Strips	920	4.36		
Tenders	1,190	3.97	250	3.93
Drumsticks	340	0.99	680	1.29
Thighs	340	1.08	10	1.39
Wings	310	1.06	680	1.29
Necks	60	1.29	100	1.29
Smoked Drumsticks	60	1.44	30	1.39
Smoked Wings	20	0.99		
Smoked Necks				
GROUND TURKEY:				
Patties	1,180	2.77	960	2.44
Sausage	1,580	2.50	1,250	2.51
85% lean	640	1.72	550	1.28
93% lean	1,530	2.21	2,790	2.28
Breast	3,330	3.77	1,320	3.85

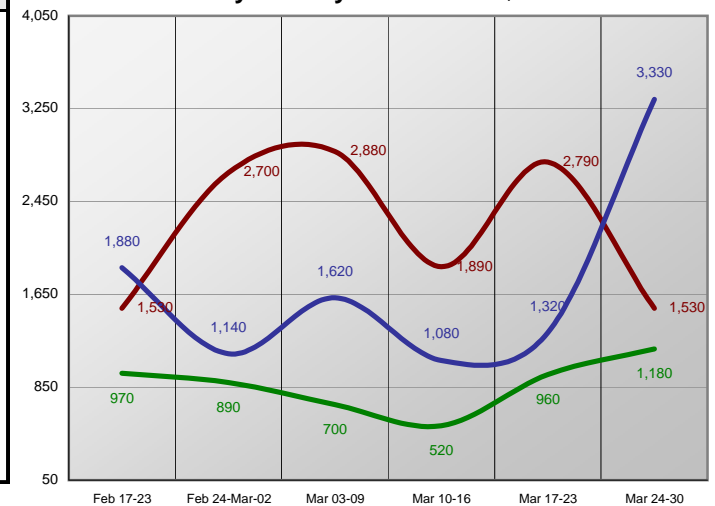
Activity Index: 6 Week Comparison



Turkey Featuring - 03/24 thru 03/30

Retail feature activity for turkey items is up this week led by a significant increase in breast cut and grind promotions. Whole breast activity, including in the deli, is about steady on lower price levels. Fresh boneless breast cuts are actively featured on firm to higher average feature prices. Ground breast features are up 300% this week to levels not seen since the first week of the year but on slightly lower price levels. Grinds in general are being actively promoted with the average price for all grinds up from last week. Whole bird features dropped slightly with increased fresh bird activity noted late in the ad cycle. Features for selected turkey items for Passover carried into the early part of the ad cycle.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	56.0% of 7,900 sampled outlets 14.5% of stores w/ no-price promotions Activity Index = 7,020			38.2% of 5,200 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 4,110			54.5% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 5,320		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.29	320 1.12		1.08	10 1.08				
" - Toms	0.99 - 1.19	310 1.11		1.08	10 1.08				
Frozen - Hens	0.99	10 0.99					0.79	20 0.79	
" - Toms	0.99	10 0.99					0.79	20 0.79	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.30 - 2.29	550 1.87					2.19	10 2.19	
Frozen				0.99 - 1.89	430 1.45		1.00 - 1.19	160 1.02	
Hotel Style									
Fresh	0.98 - 1.29	70 1.05							
Frozen									
Split, bone-in									
Fresh	1.99	50 1.99							
Rotisserie	3.99 - 7.99	1,130 6.53		4.99 - 6.99	210 5.50				
Boneless, whole				2.99	10 2.99				
Cutlets	3.69 - 3.99	480 3.95		3.99 - 4.54	340 4.51		3.63 - 4.99	800 4.28	
Strips	3.99	40 3.99		4.54	200 4.54		3.63 - 4.99	680 4.33	
Tenders	3.99	50 3.99		3.99 - 4.54	340 4.18		3.19 - 4.39	800 3.88	
Drumsticks	1.29	60 1.29		0.99	230 0.99		0.66	50 0.66	
Thighs	1.59	60 1.59		0.99	230 0.99		0.85	50 0.85	
Wings	1.29	60 1.29		0.99 - 1.19	250 1.01				
Necks	1.29	60 1.29							
Smoked Drumsticks	1.39	30 1.39		1.49	30 1.49				
Smoked Wings				0.99	20 0.99				
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 3.49	440 3.03		2.00 - 2.75	370 2.61		2.50 - 2.99	370 2.62	
Sausage	1.99 - 2.59	630 2.18		2.40 - 2.89	420 2.72		2.50 - 2.99	530 2.70	
85% lean	1.79	410 1.79		0.99 - 1.79	230 1.60				
93% lean	1.53 - 2.99	790 2.14		1.60 - 2.62	580 2.27		2.40	160 2.40	
Breast	3.07 - 3.99	1,460 3.59		3.49 - 3.99	200 3.79		3.19 - 3.99	1,670 3.93	

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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